

Message Text

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FM AMEMBASSY BUENOS AIRES
TO USDOC WASHDC
INFO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO
AMCONSUL SALVADOR
SECSTATE WASHDC 7214

UNCLAS BUENOS AIRES 6718

USDOC FOR ROY GOOTENBERG, DIRECTOR, BED/SAD
FROM MISSION DIRECTOR E. VILELLA

E.O. 11652 N/A
TAGS BEXP, BR, AR
SUBJECT PETROLEUM EXPLORATION AND EXTRACTION TRADE MISSION
BRAZIL AND ARGENTINA

1. MISSION OBJECTIVES SUCCESSFULLY ACCOMPLISHED
IN BRAZIL. DESPITE UNUSUAL COMPOSITION OF MARKET,
THE HIGH RANK OF COMPANY OFFICERS AND THEIR
PREVIOUS EXPOSURE TO THIS MARKET STATE AND DOC
EFFORTS WERE HIGHLY PRAISED BY MISSIONMEMBERS. IT
IS PARTICULARLY GRATIFYING TO HAVE BEEN ABLE TO
GENERATE NEW AND DYNAMIC BUSINESS OPPORTUNITIES FOR
COMPANIES ALREADY AWARE OF MARKET OPPORTUNITIES
AND PURSUING THEM ACCORDINGLY.

2. BRIEFINGS IN BRASILIA WERE DEEMED NECESSARY TO
ACQUIRE KNOWLEDGE OF POLICY MAKING PROCESS AND
OFFICERS. EXCELLENT EMBASSY PLANNING.

3. OUTSTANDING RESULTS IN RIO DUE TO CONCENTRATION
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OF PETROBRAS DECISION MAKERS THERE. RECEPTION BY
AMCONSUL ASSURED HIGH QUANTITY AND QUALITY OF
ADDITIONAL CONTACTS SO SUCCESSFUL IT AFFECTED
PLANNED FIELD TRIP. MOST MISSION MEMBERS CONCLUDED
MORE TIME SHOULD HAVE BEEN SPENT IN RIO, ALTHOUGH
THESE CIRCUMSTANCES WERE UNFORESEEABLE.

4. FIELD TRIP EXPOSURE WAS ADJUSTED TO INDIVIDUAL NEEDS WITH NO PROTOCOL OR UNWANTED SIDE EFFECTS. THREE STAYED IN RIO, THREE IN SALVADOR, AND FIVE VISITED ARACAJU. BRIEFING BY PETROBRAS IN SALVADOR EXCELLENT SOURCE OF TECHNICAL FEEDBACK. VISIT BY HELICOPTER TO OFFSHORE SITES INTERESTING AND INFORMATIVE, BUT NOT INDISPENSABLE. VALUE OF SIDE TRIP QUESTIONABLE, DESPITE EXCELLENT AMCONSUL PLANNING AND COOPERATION. TIME COULD HAVE BEEN BETTER SPENT IN RIO.

5. TWO MEMBERS STAYED IN BRAZIL DUE TO URGENCY OF NEGOTIATIONS THERE, AND SEVERAL PLANNING EARLIER DEPARTURE FROM ARGENTINA FOR SAME REASONS.

6. AGGRESSIVE COMPETITION FROM FOREIGN COUNTRIES NOTED BY TRADE MISSION MEMBERS. URGE MORE ACTIVITIES ON PRODUCT THEME ASAP. WILL INCLUDE DETAILS IN MISSION REPORT.

7. TRADE MISSION MEMBERS AGREED THAT THEIR TIME AND MONEY HAS BEEN PERHAPS TEN TIMES MORE EFFECTIVE DUE TO EXCELLENT LOGISTIC PLANNING AND CONTROL.

8. TRADE MISSION NOW IN BUENOS AIRES ON SCHEDULE. TRADE MISSION MEMBERS WITH TO EXPRESS APPRECIATION UNCLASSIFIED

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TO DOC JOHN BASH; LARRY BENEDICT; PETER HANSEN; PETER WHITNEY AND JACK SMITH. CASTRO

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